

DOWNTOWN FOCUS

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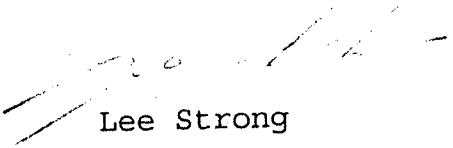
Mirta E. Ocaña
Legislative Deputy
Councilmember Jackie Goldberg
200 North Spring Street, Room 240
Los Angeles, CA 90012

Dear Ms. Ocaña:

Enclosed is a rough draft of an invitation to a meeting to discuss the Business Improvement District. I hope this will be of assistance to you.

I enjoyed our meeting yesterday and look forward to working with you to see if there is interest in forming a Business Improvement District on Hollywood Boulevard.

Sincerely,



Lee Strong

cc: Jerry Gross
Donna DeBruhl-Hemer
Sandra Taylor

Dear Hollywood Boulevard Business Owner:

You are invited to attend an informational meeting on the subject of the Business Improvement District (BID).

The BID is a benefit assessment program designed to provide funds for the management, promotion and general improvement of a local business area. Programs and activities are planned by the local businesses and implemented by paid staff. BIDs have been established in more than 200 California cities.

We will have a consultant in attendance to talk about the history of Business Improvement Districts, how they are established and how such a district might benefit the Hollywood Boulevard business area.

If, as a result of this meeting, there appears to be interest in pursuing the concept, a committee of local business persons will be formed to explore the feasibility of establishing a BID in this area. Committee members will be asked to attend a series six or eight meetings to:

1. Formulate an annual program of activities and events;
2. Produce a budget to establish the cost of the annual program;
3. Determine the boundaries of the area which will benefit from the annual program;
4. Develop a benefit assessment formula to provide funding for the annual program;
5. Participate in a program to provide information and seek support for the BID from the local business people.

We want to emphasize that no decisions have been made in regard to the establishment of a BID. Decisions will be made only after thorough discussion and careful analysis by the area businesses.

The meeting will be held on _____ at 7:30 a.m.

at _____

We hope you will plan to attend this important meeting.